

SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR  
ASSOCIATING DYNAMICALLY GENERATED WEB PAGE CONTENT  
WITH WEB SITE VISITORS

Abstract of the Disclosure

Systems, methods and computer program products are provided for associating dynamically generated Web page content with a user who requests a Web page from a Web server. Upon receiving a user request for a Web page via a Web client in communication with the Web server, a Web server records the user request within a Web server log. The requested Web page is then dynamically generated using a template for the requested Web page and one or more content objects having respective unique identifiers associated therewith. The stored record of the user request is then appended with each identifier for respective content objects included within the displayed Web page.

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